

## ***African American 5 a Day Campaign***

### **BLACK HISTORY MONTH 2004 LOCAL ACTIVITIES**

<b>PROJECT/PARTNER</b>	<b>DATE</b>	<b>LOCATION/ REGION</b>	<b>EVENT DESCRIPTION</b>	<b>EXP. ATTEND.</b>	<b>MEDIA EXPOSURE</b>
<i>African American 5 a Day Campaign</i> Press & Community Event	2/18	Oakland	Press & Community Event: Press event will be held at Gazzali's supermarket in Oakland, CA, from 10:30am – 12:00pm, and will feature Angela Basset as Campaign spokesperson. Other invites include local and state policy-makers and other prominent community leaders. There will be a physical activity and food demonstration (to be confirmed). Research/survey findings will be released. Following the event, a community leader training will be held at East Oakland Faith Deliverance Center, from 1:00-3:00pm and will feature a panel presentation from experts in the field and food demonstration by well-know Bay area Chef Leslie.	TBD	TV, radio, print news (targeted)
Greater St. Stephen Baptist Church	2/20-2/22	Sacramento	Sacramento Black Expo. Event will feature booth, prize wheel, food demo, and a partnership with the Sacramento Black Nurses Association.	30,000	TV, radio, print news
Los Angeles Black in Nutrition and Dietetics (LA BIND)	2/7;2/14/; 2/21;2/28 (12:00 - 4:00pm)	Los Angeles - Crenshaw-Baldwin Hill Mall	Set-up table outside of Wal-Mart Department Store and distribute 5 a Day literature and nutrition check-up forms.	200-300	No info.
Baptist Church of the New Covenant	2/6 (11:30-2:00pm)	Los Angeles region	BHM celebration event on steps of city hall will feature unveiling of new black heritage stamp, 5 a Day booth, 5 a Day mobile billboard.	No info.	No info.
Second African Methodist Episcopal Church	February	Los Angeles region	Check Your Heart Month: blood pressure screenings, blood glucose and cholesterol screening.	No info.	No info.
Second African Methodist Episcopal Church	2/29	Los Angeles region	Afro Centric Food Sampling: demonstration will show soul food can be prepared and served in an appealing and healthy manner. Church congregation will be in attendance.	No info.	No info.

University of California Cooperative Extension, San Mateo	2/15	Mills-Peninsula Health Center, 100 South San Mateo Drive, San Mateo	“Women’s Heart Awareness Sunday”: AACHAC will collaborate with Mills-Peninsula Health Services and the American Heart Association on February 22 to offer an awareness program for members of the 22 partnering churches and the general community. The program will consist of a keynote speaker and a healthy food demonstration with Chef Leslie. Resource tables and screenings will also be made available.	125 +/-	Mills-Peninsula’s Health Point newsletter goes out to 70,000 households, flyers, AACHAC website, local newspaper
University of California Cooperative Extension, San Mateo	Ongoing through February	Screenings will be held at various church locations. Specific locations will be posted on the AACHAC website ( <a href="http://www.aachac.org">www.aachac.org</a> )	Blood Pressure, cholesterol and glucose screening will be held at 10-12 church sites during the month of February. The screening is also a time to register congregants in the Homerun Program.	30 to 50 participants per congregation.	Flyers and listing on the website
County of Riverside Nutrition Services	2/21 and 2/22 to be confirmed	Riverside County	Black History Month Parade & Expo: This Saturday and Sunday event begins with a large parade that the County will participate in – float or march. They will also have a booth and give out 5 a Day incentives and nutrition/pa education materials.	20,000	TBA and Local newspapers
County of Riverside Nutrition Services	Ongoing through February	Riverside County and surrounding areas	Talks with local churches on nutrition and blood donation: Churches will be scheduled for 90 minute workshops on nutrition, 5 A Day, physical activity and benefits/how to for blood donation will be reviewed.	In February, planning at least 4 @ 20-25 people each	No info.
County of Riverside Nutrition Services	TBA	Riverside County	With 6% enrollment, University of California, Riverside has the largest percentage of African American students among UC schools. County will work within their organization to promote 5 a Day. Will work with new contact with Assistant Chancellor’s office.	No info.	No info.

Pasadena Church of God	2/21	Pasadena	22 <sup>nd</sup> Annual Black History Month Festival and Parade: featuring 5 a Day booth w/prize wheel, healthy food demo and sampling, distribution of educational and message reinforcement materials.	10,000-12,000	No info.
Apostolic Faith Home Assembly	2/8 (4:00-5:30pm)	Los Angeles	Nutrition Seminar on Ethnic Foods. Will feature healthy cooking demonstration and food tasting.	No info.	No info.
Temple Community Outreach Center	2/20	San Bernardino	Men's Health Workshop held at Temple Missionary Baptist Church.		
Faith Based Community Development Corporation	Ongoing through February	All of North County	We have partnered with two community clinics, North County Health Services and Vista Community Clinic to provide FREE health screenings in honor of Black History Month. Services available are Ht, Wt, BMI, BP, Sick cell screening, diabetes screening, cholesterol screening.	10,000-12,000	No info.
SF Black Infant Health Improvement Project, a program of the San Francisco Department of Public Health Contact: Mikael Wagner, Promotions West (Campaign Partner)	2/6	San Francisco SF State University's Seven Hill's Conference Center @ 1600 Holloway Avenue in SF	The SF Black Infant Health Improvement Project is presenting it's 9 <sup>th</sup> Annual Afrocentric Parenting Conference. This year's theme is "Self Healing: We Have the Power to Make Our People Whole". Dr. Asa Hilliard will be the keynote speaker. Workshops include: Pride and Joy: Tools for Building Brain Power & Cultural Identity Early; UJAMAA: Building Wealth and Empowerment; Well-Being: Healing the Healer; Elements of a Powerful Black Family; and Undoing Racism: The Power Analysis and Healing Institutional Wounds. For more information on the conference, please call 415.581.2455.	250	10,000 Will advertise on KBLX and KMEL Radio. Also with local African American newspapers and PSAs on local stations in SF/Bay Area Will also work with the Oakland Tribune.
Families of African American Ancestry Manifesting Our Excellence (FAME)	2/7	San Bernardino	FAME will partner with the New Hope Baptist Church and the Inland Empire Black Nurses Association to enter a float in the Black History Month Parade. FAME participants will demonstrate the Nutrition Harvest Dance through the streets of San Bernardino and reinforce the AA 5 a Day Campaign message through	TBD	TV, print news

			material dissemination		
Families of African American Ancestry Manifesting Our Excellence (FAME)	2/18	California Baptist University/ Riverside	FAME will present an inspirational talk to the student body and will demonstrate the Nutrition Harvest Dance while engaging the audience in physical activity and reinforcing AA 5 a Day Campaign messages through dance and Campaign materials.	30,000	TBD
Families of African American Ancestry Manifesting Our Excellence (FAME)	TBD	San Bernardino	FAME partnered with the Norton Neighborhoods Project, American Heart Association and the 5 a Day Campaign to produce a segment of the Inland Empire Live Talk Show. The segment focused on promoting heart health in our homes and communities through healthy foods (5 a Day) and physical activity (FAME, and other local classes). It also emphasized the importance of regular check ups and increased awareness surrounding warning signs for heart attack and stroke in women, while promoting the Red Dress campaign.	N/A	TV (150,000 households)
Prevention Institute	March 4 (LA), March 5 (Oakland), March 6 (Richmond)	March 4 (LA), March 5 (Oakland), March 6 (Richmond)	Event: Book-signing/discussion with Deborah Prothrow-Stith, M.D. author of "Murder is No Accident: Preventing Youth Violence In America." Deborah Prothrow-Stith, a prominent Boston-area public health official and national spokesperson and leader for developing the notion of violence as a public health issue, will discuss Boston's interdisciplinary citywide movement to implement multifaceted preventive programs that confronted risk factors for youth violence such as: poverty, domestic violence, and firearm availability.	Approx. 100 (per event)	No info.

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